



Office of Public Instruction  
Linda McCulloch, Superintendent  
PO Box 202501  
Helena, MT 59620-2501

# WEB SITE POLICY

**Our Mission: To provide a means of communication, which allows the Office of Public Instruction to provide information to and collect information from school personnel, governing bodies and the interested public.**

This document establishes the policies and procedures used to direct the content and appearance of the Office of Public Instruction's (OPI) Web site, and establishes an ongoing process for updating the content and usability of all information supplied to the public via the site.

## *I. ASSIGNMENT OF RESPONSIBILITIES*

The State Superintendent:

- Has final authority on decisions involving the OPI Web site.
- Will provide a periodic update to the State Superintendent's greeting on the Home Page.

The OPI Internet Services Bureau (ISB) has primary responsibility for:

- Site security,
- Site and page design,
- Making page changes, additions and deletions in accordance with requests received from Division Contacts, and
- Monitoring compliance with State and OPI Web site policies.

The OPI Resource Center/Web Integration Bureau is responsible for:

- Assisting OPI Divisions with decisions and questions regarding the content of their Web pages
- Identifying key words used for searching OPI Web pages
- Monitoring OPI Web pages to ensure information presented is complete, current and accurate
- Archiving of information deleted from a Web page

Every OPI Division that offers services to schools and/or the public will have a Web presence and will be responsible for:

- Providing the initial content for their page and subsequent changes to the ISB.
- Ensuring that pages on the OPI Web site contain current information relevant to the Division's programs.
- Providing timely responses to user comments and inquiries received via the Web site, in accordance with these policies.
- Reviewing Division page(s) for accuracy and updating content on at least a monthly basis.
- Verifying all Internet options, URL links and graphic links on the Division page(s) for accuracy and appropriateness.
- Providing the ISB with current Division staff contact information, including e-mail links.

- Completing and submitting an initial Web Page Agreement to ISB, and submitting an updated form to ISB whenever the person(s) assigned as a Customer Service Representative changes.
- Completing and submitting a Web Page Work Request Form to ISB whenever:
  - ✓ a new page is needed,
  - ✓ an existing page is updated,
  - ✓ a page is transferred from one Division to another,
  - ✓ a page is transferred from one WEB address to another, or
  - ✓ a person(s) named as a Division/Program Contact changes.

## *II. SITE CONTENT*

All information contained on OPI's Web site will reflect the Office of Public Instruction's standards for quality publications.

A signed Web Page Release Form must be submitted to the ISB for all persons included in photos, for original work and/or for copyrighted material.

At a minimum, the OPI Home Page will contain:

- A greeting from the State Superintendent
- A Site map
- Customer feedback and site search ability
- OPI telephone number and address
- Links to:
  - ✓ All OPI programs and services
  - ✓ Highlights
  - ✓ Education resources for teachers, administrators and families
  - ✓ Frequently asked questions
  - ✓ OPI's online reporting systems

Each Division's page will contain, or will link to, the following content whenever relevant to the Division's operations:

- Commonly used forms
- Information regarding new grants, grant applications, allocations and deadlines
- Recent Division publications when prepared for distribution to a broad audience
- Current Division news
- The Division's telephone number and mailing address
- Links for E-mail responses to staff
- Workshop/conference registration forms and surveys prepared for electronic submission using survey software
- Related links outside OPI's domain ([www.opi.state.mt.us](http://www.opi.state.mt.us))

ISB will maintain the OPI Home Page and any other pages that provide general information regarding the Office of Public Instruction, including pages for:

- Frequently Asked Questions (FAQ)
- METNET information and registration
- Staff directory
- Public information derived from the Internet Reporting and Information Service (IRIS).
- Other general information pages as necessary

### *III. SITE DESIGN*

All OPI Web pages will:

- be on the OPI domain server ([www.opi.mt.gov](http://www.opi.mt.gov)).
- adhere to HTML standards (currently 4.01) and be compliant with Section 508 of Federal Administrative Rules.
- use the standard OPI metaphor; i.e. background, colors, fonts, menu bar and buttons
- be designed for minimum browser versions 4.0.
- have the OPI Web page header and footer.
- preferably contain documents in PDF, HTML or text format only (Forms designed for paper prior to April, 2001 in PDF and new forms in HTML or linked to the Internet Reporting & Information Service (IRIS)). Documents created using a word processing software will be posted on the OPI Web site only if:
  - 1) The ISB has determined that an HTML, PDF or text format will not accommodate the intended use of the document, and
  - 2) the document is intended as an example or model to be used by a school district, and
  - 3) the document is not intended for return to OPI.

The OPI Web site will have a general disclaimer concerning documents posted on the site that may have been downloaded and altered from their original form.

- adjust dynamically to popular monitor sizes and resolutions
- open a new window for URL links to pages outside OPI's domain ([www.opi.state.mt.us](http://www.opi.state.mt.us)) For example, if a link goes to the Federal Department of Education, a new window will open superimposed over the original page so that the user will know that they are no longer on OPI's Web site.

### *IV. CUSTOMER FEEDBACK*

OPI will use suitable Web-based software to obtain customer and staff feedback regarding the Web site.

Each OPI Division/Program is responsible for providing timely responses to the Web-based Knowledge Database for all questions and information requests received that pertain to the Division's operations and activities. The Division administrator will complete a Web Page Agreement form(s) and submit the form(s) to ISB with the names of staff responsible for providing the Division's responses, and the order in which questions should be routed to those individuals. Responses are due within two working days of OPI receiving the question/request.

### *V. ADVERTISING OPI'S WEB SITE*

The OPI Web site address will be cited on all OPI publications and on the OPI letterhead.



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# WEB PAGE AGREEMENT

The following agreement is between the \_\_\_\_\_ Division/Program and the Internet Services Bureau (ISB).

- I. The Division/Program will assign a "Contact" person(s) to be responsible for content of the Division's/Program's Web page(s). A Contact's responsibilities are as follows:
1. Ensure the Division's/Program's Web page(s) content is complete, correct and current.
  2. Inform the ISB in writing of any necessary page changes, additions or deletions by completing a Web Page Work Request Form.
  3. Review the Division's/Program's Web page(s) content on a monthly basis to ensure that information is up to date and accurate and that hyperlinks to outside sites still work.
  4. Submit a signed Web site/Photo Release Form for all persons included in photos, for all original work and/or copyrighted material.

The Division administrator is responsible for notifying ISB if the person(s) assigned as a Division/Program Contact changes. Notify ISB of the change by sending a new, signed Web Page Agreement Form.

- II. The Division/Program will assign at least one Customer Service Representative (CSR) responsible for answering questions posted to the Division's/Program's Web page. Procedures and standards for responding to inquiries and comments received through the Internet are as follows:
1. Each OPI Division/Program is responsible for providing a response to the Knowledge Database for questions received that pertain to the Division/Program's operations and activities.
  2. The Division administrator will provide the Internet Services Bureau with the names of staff responsible for providing the response and the order in which questions should be routed to those individuals.

If more than 1 CSR is named below, how do you want the incidents assigned?

- ☐ **Manual, or**  
Select this assignment policy to manually assign incidents to specific individuals.
- ☐ **Round Robin, or**  
Select this assignment policy when you want the system to automatically assign the incident to the CSR who has been least recently assigned an incident.
- ☐ **Least Workload**  
Select this assignment policy when you want the system to automatically assign the incident to the CSR who has the least number of unanswered incidents currently assigned to them.

Response Order	Name	E-Mail Address	Rights to be Assigned	
1 <sup>st</sup>	_____	_____	<input type="checkbox"/> Full Access	<input type="checkbox"/> Console Only
2 <sup>nd</sup>	_____	_____	<input type="checkbox"/> Full Access	<input type="checkbox"/> Console Only
3 <sup>rd</sup>	_____	_____	<input type="checkbox"/> Full Access	<input type="checkbox"/> Console Only
4 <sup>th</sup>	_____	_____	<input type="checkbox"/> Full Access	<input type="checkbox"/> Console Only

**CSR Rights—With Full Access rights, the CSR will be able to:**

Mark Solved	Can mark a question solved.
Make Public	Can make any answer viewable for public viewing.
Can Reassign	Can reassign questions to any other CSR.
Edit Customers	Can view and edit customer accounts.
Generate Reports	Can generate a variety of reports from RNW database.

**CSR Rights—With Console Only rights, the CSR will be able to:**

Mark Solved	Can mark a question solved.
Make Proposed	Can answer questions that are sent to the originator but can only propose answers to be made public.
Limited Reassign	Can reassign only within their own group.
View Customers	Can view customers but not edit.

The Division administrator is responsible for notifying ISB if the person(s) assigned as a Division Customer Service Representative changes. Notify ISB of the change by sending a new, signed Web Page Agreement form.

**Division Administrator's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



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# WEB PAGE WORK REQUEST FORM

Complete this form and submit to the OPI Internet Services Bureau whenever a new page is needed, an existing page is updated, a page is transferred from one Division to another, a page is transferred from one WEB address to another, or a person(s) named as a Division Contact changes.

**Division and/or Program Name:** \_\_\_\_\_

Page Contact Name/Phone Number:

**Page Name** (as it will appear in the OPI header of your Web page):

**Brief program/project introduction** (What can the reader expect from this page?):

**List of names, phone numbers and email addresses for staff affiliated with this page:**

Name

### E-Mail Address

**Phone Number**

**Search Items** (The following items are used for search and maintenance purposes only. They will be hidden in our code and will not be visible)

**Keyword List** (words people might use to search for your page: 256 characters)

### A one-sentence description of your subject

**Expiration** (when does the content of this page expire?)

### Web page checklist:

- ☐ All documents are **final** content (paragraph order, spelling, grammar, unformatted, etc.)
- ☐ All documents for download are in PDF format
- ☐ All materials, files, graphics, etc. are submitted as a package. All text files are submitted electronically.
- ☐ All content material has been proofread and is in final form.
- ☐ All necessary signed Release Form(s) have been submitted to ISB.
- ☐ Make an appointment with Betsy (1626) or Janet (2765) to discuss page content and design.

**Division Administrator's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Page Contact's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



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# WEB SITE RELEASE FORM

(name of student)

\_\_\_\_\_ I execute this release for my or my child's  
(your name)

- \_\_\_\_\_ work
- \_\_\_\_\_ voice
- \_\_\_\_\_ name
- \_\_\_\_\_ quotes
- \_\_\_\_\_ photograph or likeness
- \_\_\_\_\_ other \_\_\_\_\_

to be used on the Office of Public Instruction Web site and authorize OPI to use the same. I understand the Internet is accessible to the general public. OPI shall not be responsible for any use of the above by individuals accessing the Internet. If I indicate in writing that I would like any of the above to be withdrawn from the Web site, OPI agrees to do so within sixty (60) days from receipt of my written request.

I am the parent or legal guardian of the above-named minor and hereby approve the foregoing and consent to the use of the above subject to the terms mentioned above. I affirm that I have the legal right to issue such consent.

I authorize OPI's use of the above as stated herein.

Parent's signature: \_\_\_\_\_

Phone number: \_\_\_\_\_

Date: \_\_\_\_\_



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# PHOTO RELEASE FORM

I, \_\_\_\_\_, authorize the Office of Public Instruction to use my photographic portraits or pictures of me, in which I may be included in whole or in part, in composite or distorted in character or form, in conjunction with my own name or a fictitious one for reproduction on the OPI Web site. I understand the Internet is accessible by the general public, and OPI shall not be responsible for any use of my image by individuals accessing the Internet. If I indicate in writing that I would like my image to be withdrawn from the Web site, OPI agrees to do so within sixty (60) days from receipt of my written request.

I affirm that I am eighteen years of age or older.

Signed \_\_\_\_\_

Phone number \_\_\_\_\_

Date \_\_\_\_\_